

# Soleil Infusion: 60-Day Aggressive Launch Timeline

February 9, 2026

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## Scaling Framework Principles Applied

This 60-day timeline is built on the **science of scaling framework** with the following core principles:

1. **Borrow Existing Systems:** Leverage B2B partnerships and existing pharmacy infrastructure instead of building from scratch
  2. **Parallel Execution:** Run multiple workstreams simultaneously instead of sequentially
  3. **Minimum Viable Launch:** Focus only on what's required to open doors and generate revenue
  4. **Revenue-First Mentality:** Pre-selling packages becomes the priority, not perfection
  5. **Fail Fast:** Test, learn, and adjust quickly rather than over-planning
  6. **Leverage Existing Relationships:** Use the pharmacy's existing vendor relationships, medical director network, and community connections
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## Critical Path: What Must Happen

The 60-day timeline is organized around **three parallel workstreams** that run simultaneously:

- **Workstream A: Legal & Compliance** (Must be complete before opening)
  - **Workstream B: Revenue Generation** (Pre-sales start Day 15)
  - **Workstream C: Operations Setup** (Facility and staffing ready by Day 55)
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## Week 1 (Days 1-7): Foundation Sprint

### Workstream A: Legal & Compliance

Task	Owner	Deadline
File LLC formation (expedited)	Legal Counsel	Day 3
Obtain EIN from IRS	Accountant	Day 5
Open business bank account	Founder	Day 7
Finalize Medical Director agreement	Founder	Day 7
Assess IV hood certification status	Compliance Officer	Day 7

### Workstream B: Revenue Generation

Task	Owner	Deadline
<b>Identify top 10 "whale" B2B partners</b> (existing relationships)	BDR	Day 3
Create simple 1-page partner proposal	BDR	Day 5
Begin outreach to top 10 partners	BDR	Day 7

### Workstream C: Operations Setup

Task	Owner	Deadline
Post NP/RN job descriptions (leverage pharmacy network)	Founder	Day 2
Order 5 IV chairs (expedited shipping)	Founder	Day 3

Task	Owner	Deadline
Order crash cart and emergency supplies	Founder	Day 3
Confirm wholesale agreement with Voshell's Pharmacy	Founder	Day 5

**Week 1 Goal:** Legal entity formed, top 10 B2B partners identified, key equipment ordered.

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## Week 2 (Days 8-14): Pre-Sale Preparation

### Workstream A: Legal & Compliance

Task	Owner	Deadline
Obtain business liability insurance quotes	Founder	Day 10
Obtain malpractice insurance quotes	Medical Director	Day 10
Draft basic clinical protocols (use templates)	Medical Director	Day 14
Draft informed consent (use templates)	Medical Director	Day 14

### Workstream B: Revenue Generation

Task	Owner	Deadline
<b>Secure 3-5 B2B partnership commitments</b>	BDR	Day 14
Launch simple landing page (Squarespace/Wix)	Web Developer	Day 10
Create pre-sale package pricing and offer	Founder	Day 12

Task	Owner	Deadline
Design simple digital flyer for partners	Designer	Day 14
<b>BEGIN PRE-SALES TO PARTNERS' NETWORKS</b>	BDR	Day 15

### Workstream C: Operations Setup

Task	Owner	Deadline
Conduct NP/RN interviews (prioritize pharmacy referrals)	Founder	Day 14
Begin facility refresh (paint, signage)	Contractor	Day 8
Place initial medication order with Voshell's	Founder	Day 14

**Week 2 Goal:** Pre-sales begin on Day 15, 3-5 B2B partners committed, NP/RN candidates identified.

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## Week 3-4 (Days 15-28): Revenue Generation Sprint

### Workstream A: Legal & Compliance

Task	Owner	Deadline
Finalize all insurance policies	Founder	Day 21
Medical Director signs off on protocols	Medical Director	Day 21
Complete basic HIPAA compliance setup	Compliance Officer	Day 28

## Workstream B: Revenue Generation (PRIMARY FOCUS)

Task	Owner	Deadline
<b>Aggressive B2B partner co-marketing</b>	BDR	Ongoing
Launch Korean-language social media ads	CMO	Day 18
Place ads in Korean newspaper	CMO	Day 20
Host informal "preview event" for partners	Founder	Day 25
<b>TARGET: \$15,000 in pre-sales by Day 28</b>	All	Day 28
Expand to top 20 B2B partners	BDR	Day 28

## Workstream C: Operations Setup

Task	Owner	Deadline
Hire NP and RN (offer letters)	Founder	Day 21
Receive and install IV chairs	Founder	Day 24
Complete facility refresh	Contractor	Day 28
Set up simple EHR (use cloud-based system)	Founder	Day 28

**Week 3-4 Goal:** \$15,000 in pre-sales, NP/RN hired, facility ready for final setup.

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## Week 5-6 (Days 29-42): Scale Pre-Sales & Operations Finalization

### Workstream A: Legal & Compliance

Task	Owner	Deadline
Schedule final inspections	Founder	Day 35
Complete OSHA Bloodborne Pathogens setup	Compliance Officer	Day 38
Finalize medical waste disposal contract	Founder	Day 40

### Workstream B: Revenue Generation (SCALE UP)

Task	Owner	Deadline
<b>Intensify Korean community outreach</b>	CMO	Ongoing
Launch "Last Chance Founder's Offer" campaign	CMO	Day 35
Host Korean community preview event	Founder	Day 38
<b>TARGET: \$30,000 total pre-sales by Day 42</b>	All	Day 42
Secure 20+ active B2B partnerships	BDR	Day 42

### Workstream C: Operations Setup

Task	Owner	Deadline
Receive all medical equipment and supplies	Founder	Day 35

Task	Owner	Deadline
Onboard NP and RN (begin training)	Founder	Day 30
Set up temperature monitoring for medications	Founder	Day 35
Complete IV hood certification (if needed)	Compliance Officer	Day 40
Conduct mock emergency drills	Medical Director	Day 42

**Week 5-6 Goal:** \$30,000 in pre-sales, all equipment in place, staff trained, ready for soft launch.

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## Week 7-8 (Days 43-56): Soft Launch & Final Push

### Workstream A: Legal & Compliance

Task	Owner	Deadline
Pass all required inspections	Founder	Day 50
Final compliance checklist review	Compliance Officer	Day 52

### Workstream B: Revenue Generation (FINAL PUSH)

Task	Owner	Deadline
"Final 72 Hours" urgency campaign	CMO	Day 53-55
Personal outreach to warm leads	BDR	Ongoing
<b>TARGET: \$40,000-\$50,000 total pre-sales</b>	All	Day 56

## Workstream C: Operations Setup

Task	Owner	Deadline
<b>SOFT LAUNCH (invite-only)</b>	Founder	Day 50
Treat first 10-15 founding members	NP/RN	Days 50-55
Gather feedback and adjust protocols	Founder	Day 55
Hire administrative staff	Founder	Day 52
Final staff training and rehearsals	All	Day 56

**Week 7-8 Goal:** Soft launch complete, \$40K-\$50K in pre-sales, all systems tested and ready.

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## Week 9 (Days 57-60): Grand Opening

### Day 57-59: Final Preparations

Task	Owner
Final marketing push for grand opening	CMO
Confirm all founding member appointments	Admin
Stock all supplies and medications	Founder
Final facility walkthrough	Medical Director

### Day 60: GRAND OPENING

Task	Owner
<b>GRAND OPENING EVENT</b>	All
Begin regular operations	All

Task	Owner
First full day of scheduled appointments	NP/RN

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## Scaling Framework: How This Is Different

### Traditional 90-Day Approach

- Sequential tasks (wait for one to finish before starting next)
- Build everything from scratch
- Perfect before launch
- Marketing starts late
- Revenue generation begins after opening

### Scaling Framework 60-Day Approach

- **Parallel execution** (legal, revenue, operations run simultaneously)
  - **Borrow existing systems** (pharmacy infrastructure, B2B networks, templates)
  - **Minimum viable launch** (good enough to open and generate revenue)
  - **Revenue-first** (pre-sales start Day 15, not Day 60)
  - **Soft launch** (test with real clients before grand opening)
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## Key Success Metrics

Milestone	Target Date	Success Criteria
<b>Pre-Sales Begin</b>	Day 15	Landing page live, 3-5 B2B partners committed
<b>First \$15K in Pre-Sales</b>	Day 28	50+ founding members secured
<b>First \$30K in Pre-Sales</b>	Day 42	100+ founding members secured
<b>Soft Launch</b>	Day 50	10-15 clients treated successfully

Milestone	Target Date	Success Criteria
\$40K-\$50K in Pre-Sales	Day 56	150+ founding members secured
Grand Opening	Day 60	Fully operational, appointment book full

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## What We're Cutting (Compared to 90-Day Plan)

To compress to 60 days, we're eliminating or deferring:

### Eliminated:

- Extensive market research (we already have the data)
- Perfect branding and design (simple is sufficient)
- Complex website (landing page is enough)
- Multiple rounds of policy revisions (use templates, iterate later)
- Extensive staff training (focus on essentials, train on the job)

### Deferred to Month 2-3:

- Advanced service offerings (EDTA chelation, diagnostics)
  - Mobile IV services
  - Sophisticated CRM and marketing automation
  - Expansion to 30 B2B partners (start with top 10-20)
  - Spanish-language market expansion
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## Risk Mitigation

Risk	Mitigation Strategy
<b>Can't hire NP/RN fast enough</b>	Leverage pharmacy network for referrals; offer signing bonus
<b>Pre-sales fall short</b>	Intensify B2B outreach; offer deeper discounts for early buyers

Risk	Mitigation Strategy
<b>Inspections delayed</b>	Start inspection process early (Day 35); maintain close contact with inspectors
<b>Equipment delivery delays</b>	Order with expedited shipping; have backup suppliers
<b>Medical Director unavailable</b>	Ensure clear availability commitments in Week 1 agreement

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## The Scaling Mindset

This 60-day plan is built on the principle that **action creates clarity**. Rather than planning for perfection, we're launching fast, learning from real clients, and iterating based on actual market feedback. The pre-sales revenue de-risks the investment and validates demand before we're fully operational.

**The goal isn't to be perfect on Day 60—it's to be open, generating revenue, and positioned for rapid iteration and growth.**